Wayfinding Signage Specifications

Communications has partnered with Purchasing Services on new Wayfinding signage for the Bremerton Campus. A committee was assembled including members of staff, faculty and affected departments meeting numerous times throughout the last few years. The signs will make it easier for students and the community to find buildings on our Bremerton campus. The project includes large campus directories that will be strategically placed in locations adjacent to parking lots where individuals are likely to access campus.

Wayfinding signs will be enhanced with directional signs that will be affixed to lampposts. The project also includes new parking lot signs that are large and easy to read.

Typography

The signs are designed using Helvetica, which is widely considered the industry standard for signage due to its simplicity and readability. The font is designed to be neutral so as to not convey impressions or meaning itself. This is paramount as the intent of wayfinding is to convey location and destination in the simplest terms possible.

Color

The project team developed a simple color palette that relies heavily on a limited variety of primary colors that work well together. Buildings are clustered into groups and color-coded based on their proximity to one another and their proximity to other buildings around the main campus.

Originally, each building was assigned a different color. This resulted in a map that was cluttered and confusing to understand. The final design is simple, cohesive and easy to understand.

Parking lots are light grey and areas around campus are light green. The two colors share a similar shade, which makes them distinguishable while not overpowering the buildings, which are the emphasis of the signage.

Labels

Buildings are identified using a simple number system starting at 1-19. Buildings are named for peaks and passes in the Olympic Mountain Range. Several options were considered such as rivers, bodies of water, and cities and towns in OC's service area.

The College settled on Mountain Peaks because they are recognizable, complimentary to the College's name, and non-controversial.

Currently, buildings are named for the services provided; however that is not always the case. For example, the College Services Center is home to administration and Nursing. The new naming convention eliminated this inconsistency.

The directory includes a section called “Common Destinations” which lists popular services...
in buildings around campus.

The directory does not include icons for accessible parking spaces. These are identified on parking signs and painted on each accessible parking space.

Legend

The directory identifies a limited number of services around campus such as accessible entrances, emergency call boxes and bus stops. Original concepts included numerous icons that were visually confusing and distracting from the main objective of helping people locate buildings around campus.

Parking Signs

Parking signs are designed to be large and easy to read for vehicles entering parking lots. They are color coded for Student/General parking and Faculty/Staff parking. Parking lots are identified using a letter and numbering system, e.g. P3.

Student/General Parking lot signs are green, which is the current convention for parking signage. Faculty/Staff parking lot signs are blue.

Parking signs identify availability of accessible parking in that lot.

Directional Signage

Directional signage will be affixed to lampposts around campus. Each directional sign includes the building number, name, color and an arrow pointing in the direction of the building. They are designed to be readable from a reasonable distance from the lamppost they are affixed to.

Materials

Signage will be manufactured and installed using industry standard materials that are designed to withstand weather, damage and other factors. They can be updated easily in event that naming or other conventions change. In the event of a change, an overlay is affixed to the current sign.

Accessibility

Wayfinding signage is designed to meet accessibility requirements for readability including, but not limited to:

- Letter height
- High Contrast
- Signage height

The Wayfinding Specifications are subject to change pending final approval.